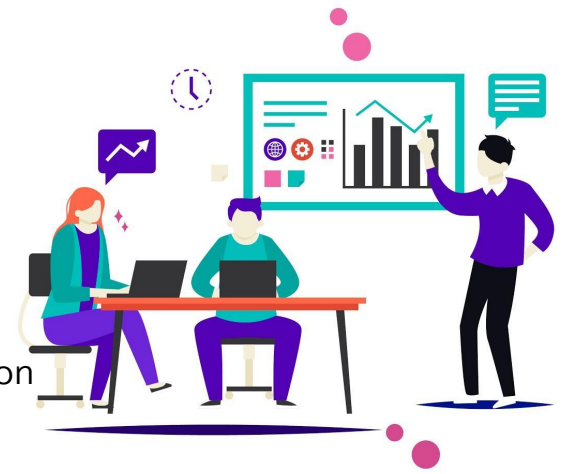# Real–time Insights for Deeper Retail Penetration

Gain complete visibility & real-time insights into your sales & distribution for better decision making.

Bizom's end-to-end downstream supply chain automation solution includes **sales force automation, distributor management, retail execution & merchandising.**

Downstream Supply Chain Automation for CPG

Bizom helps consumer packaged goods companies optimize their downstream supply network by delivering real–time data and insights on their sales force, channel partners and market demand.

Bizom is hosted on Azure ensuring the highest levels of security & performance.

Outcomes We Drive

Increase Manpower Efficiency by over 70%

Increase Channel Performance by over 40%

Drive Brand Performance

Increase Manpower Efficiency

- Automate routine tasks of field force.
- Improve productivity with gamification.
- Increase sales through assisted selling using AI/ML

Increase Channel Performance

- Get visibility into distributor sales & operations.
- Real time updating of inventory, ensuring optimal stock at distributor.
- One-stop solution to manage schemes, discounts, distributor claims & payments

Automate Retail Execution & Merchandising

- Image recognition for planogram compliance
- Calculate Share-of-Shelf & visibility at outlet.
- Track competition's in-store activities & sales including schemes.

"We needed a robust system to counter low productivity & misuse of schemes. Bizom helped us gain complete transparency into all operations & helped us scale our operation tremendously"

PEPSICO

Vinay Kumar
IT Head

MOBISY